



**VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM**  
**(Deemed to be University under section 3 of the UGC Act 1956)**

**Management**

**Instructions:**

1. Answer all the questions.
2. Read each question carefully and write the correct answer for each question chosen by you with black/blue pen in the answer sheet provided.
3. No negative marks for wrong answers.
4. Return the question paper along with the answer sheet.

Time: 90 Minutes

Marks: 70

Venue: -----

**Part B**

[35X1=35]

- 1) Qualitative research is exploratory research used to uncover consumer attitudes, motivations and behavior. What techniques can be applied to obtain qualitative research?
  - a) Elicitation interviews.
  - b) One to one interviews.
  - c) Focus groups.
  - d) All of the above
- 2) What are examples of techniques of obtaining qualitative data?
  - a) Survey research/questionnaires; focus groups; in-depth interviews; observational techniques; experimentation.
  - b) Video conferencing; focus groups; in-depth interviews; observational techniques.
  - c) Survey research/questionnaires; focus groups; in-depth interviews; observational techniques; call centre feedback.
  - d) All of the above.
- 3) What are four methods of continuous research?
  - a) Consumer panels; home audits; omnibus surveys; retail audits.
  - b) Consumer panels; home audits; personal interviews; omnibus surveys.
  - c) Home audits; omnibus surveys; personal interviews; in-store video footage of consumer behaviour.
  - d) Consumer panels; home audits; personal interviews; in-store video footage of consumer behaviour.



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- 4) "what new product should be developed" is an example of.....?
  - a) Causal
  - b) Exploratory
  - c) Descriptive
  - d) None of the above
  
- 5) Sources of marketing information are categorized into two groups - what are they?
  - a) External sources; internal sources.
  - b) Causal resources.
  - c) Macro environmental sources; micro environmental sources
  - d) All of the above.
  - e) None of the above.
  
- 6) What are the criteria for evaluating secondary data sources?
  - a) Source of data; who collects the data; method of data collection; construct of research.
  - b) Source of data; who collects the data; method of data collection; construct of data.
  - c) Relevance of data; who collects the data; method of data collection; who paid for the research.
  - d) Relevance of data; who collects the data; method of data collection; evidence of careful work.
  
- 7) What are three popular methods for obtaining primary data?
  - a) Experimentation; personal interview; Delphi technique.
  - b) Survey; interviews; experimentation.
  - c) Interviews and surveys; observation; experimentation.
  - d) Interviews and surveys; observation; Harrison methodology.
  
- 8) ----- Marketing research is the function that links the \_\_\_\_\_ to the marketer through information used to identify and define marketing opportunities and problems; to generate, refine and evaluate marketing actions; to monitor marketing performance; and to improve understanding of the marketing process.
  - a) Marketer, agent and retailer
  - b) Demander, buyer and user
  - c) Specifier, influencer and user
  - d) Consumer, customer and public
  
- 9) The marketing information system (MIS) begins and ends with \_\_\_\_\_
  - a) Marketing managers
  - b) Marketing intelligence
  - c) Information technologies
  - d) Consumers
  
- 10) As marketing managers and researchers define the problem and set research objectives, they should employ the following type(s) of research: \_\_\_\_\_



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- a) Exploratory research alone
  - b) Exploratory, descriptive and causal research
  - c) Descriptive research alone
  - d) Causal research alone
- 11) What are secondary data?
- a) Information that has been collected for the specific purpose at hand
  - b) Information that has already been collected and recorded for another purpose and is thus readily accessible
  - c) Information based on secondary research
  - d) Information based solely on rumours
- 12) Small businesses and non-profit organisations on shoestring budgets nevertheless have access to useful marketing information by \_\_\_\_\_
- a) Relying exclusively on secondary data
  - b) Conducting informal surveys
  - c) Collecting and evaluating secondary data, as well as observing and conducting their own surveys and experiments
  - d) Hiring a few highly-skilled researchers
- 13) International marketers may have difficulty finding useful secondary data in other countries mainly because \_\_\_\_\_.
- a) Secondary data are difficult to translate
  - b) Foreign consumers may be hostile to marketers
  - c) Some countries lack reliable research services---if they provide such services at all
  - d) Consumers tend to lie on surveys and in interviews, either deliberately or inadvertently
- 14) Which of the following represents major public policy and ethics issues in marketing research?
- a) Intrusion on and abuse of consumer privacy
  - b) Representing database compilation and promotional pitches as 'pure' research
  - c) Intrusion on consumer privacy and the misuse of research findings
  - d) False claims and pushy sales representatives
- 15) What is the first stage of the marketing research process?
- a) Implement the research plan
  - b) Collect and analyse the data
  - c) Develop the research plan
  - d) Define the research problem



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- 16) Primary data is \_\_\_\_\_.
- Always collected before secondary data
  - Collected for the specific purpose at hand
  - Information that already exists
  - Data collected for other purposes
- 17) What are the two major advantages of collected data through telephone interviews?
- Sample control and speed of data collection
  - Cost and response rate
  - Cost and speed of data collection
  - Flexibility and quantity of data collected
- 18) Census comes under which research?
- Causal
  - Exploratory
  - Descriptive
  - None of the above
- 19) Cause and effect research comes under which research type?
- Causal
  - Exploratory
  - Descriptive
  - None of the above
- 20) Rigid sequential approach to sampling and data collection comes under which research
- Causal
  - Exploratory
  - Descriptive
  - None of the above
- 21) is called pre-assumption of the expected result of the research
- Hypothesis
  - Expenditure
  - Research problem
  - None of the above
- 22) is kind of prelude to the end result one hopes to achieve and therefore it requires considerable thoughts
- Hypothesis
  - Expenditure
  - Research problem
  - None of the above



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- 23) Detail blueprint of research is called as.....
- a) Research proposal
  - b) Research design
  - c) a and b
  - d) a or b
- 24) In which type of research hypothesis is vague??
- a) Causal
  - b) Exploratory
  - c) Descriptive
  - d) None of the above
- 25) “How should a new product be distributed??” is an example of .....
- a) Causal
  - b) Exploratory
  - c) Descriptive
  - d) None of the above
- 26) “Will increase in the service staff be profitable?” Is an example of..... ??
- a) Causal
  - b) Exploratory
  - c) Descriptive
  - d) None of the above
- 27) A powerful tool use in longitudinal research with exactly same people, group or organization across time periods is called.....
- a) Focus group
  - b) consumer panel
  - c) RSA
  - d) None of the above
- 28) For primary data to be useful to marketers, it must be relevant, current, unbiased, and \_\_\_\_\_.
- a) Complete
  - b) Accurate
  - c) Inexpensive
  - d) Collected before secondary data
- 29) is the variation of the panel with data being collected from retail stores on the product being stocked, shelf placed, sale and promotion, so on
- a) Retail shop audit
  - b) consumer panel
  - c) TRP
  - d) None of the above.



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- 30) Multiple business locations, recourse , budget limitations is challengesfor....
- a) Retail shopaudit
  - b) consumerpanel
  - c) TRP
  - d) None of theabove.
- 31) The advertising is selecting slots for the advertising on the basis of whichstudy?
- a) Retail shopaudit
  - b) consumerpanel
  - c) TRP
  - d) Media Audience trackingstudy.
- 32) What isTRP?
- a) Television Ratingpoint
  - b) Television ratingpart
  - c) All of theabove
  - d). Television Rating process
- 33) \_\_\_\_\_research is the gathering of primary data by watching people.
- a)Survey
  - b) Informative
  - c) Observational
  - d)Experimental
- 34) Market research is function linking the consumer customer and public to marketthrough
- a) Themedia
  - b) Information
  - c) Marketresearch
  - d) All of theabove
- 35) Marketing research is relatedto.....
- a) Financeprocess
  - b) MarketingProcess
  - c) BusinessProcess
  - d) None of theabove

